

ARC920000029US1
09/658,632In the Claims

1. (currently amended) A method for enhancing the effectiveness of on-line advertising, said on-line advertising performed over a communications network including one or more of: a web site, an ad web site that includes an ad database, at least one remote terminal, and a communication network interconnecting said web site, ad web site and said remote terminal, said method comprising the following steps:

processing a request of one or more web pages from said web site;
receiving one or more ads associated with each of said one or more web pages
and displaying said one or more web pages and associated ads at said remote
terminal;
retaining in computer storage said previously viewed web pages and associated
one or more ads associated with each of said one or more web pages displayed;
receiving a request to retrieve one or more previously displayed ads from said
computer storage; and
retrieving and rendering said requested one or more ads at said remote terminal,
thereby enhancing the effectiveness of said on-line advertising, and wherein when
a previously viewed web page stored in said computer storage is revisited as a
new page, differences between said new page and said previously viewed web
page are determined in terms of their associated hyperlinks, and ads associated
with said new page and said previously viewed web page are displayed at said
remote terminal.

ARC920000029US1
09/658,632

2. (previously amended) A method for enhancing the effectiveness of on-line advertising, as per claim 1, wherein said computer storage comprises a bookmark memory storing said received ads associated with web pages and an intelligent browser cache storing said displayed web pages and hyperlinks contained in said displayed web pages.

3. (cancelled)

4. (cancelled)

5. (previously amended) A method for enhancing the effectiveness of on-line advertising, as per claim 2, wherein said bookmark memory is either permanently maintained or temporarily kept for a predetermined period of time.

6. (cancelled)

7. (currently amended) A method for enhancing the effectiveness of on-line advertising, as per ~~claim 6~~ claim 1, wherein said ads from said new page and said previously viewed web page are displayed at said remote terminal in one or more windows separate from a window displaying said revisited new page.

8. (cancelled)

9. (original) A method for enhancing the effectiveness of on-line advertising, as per claim 1, wherein said on-line advertising may be implemented locally or remotely on one or more computer-based systems, across networks or communication mediums.

ARC920000029US1
09/658,632

10. (original) A method for enhancing the effectiveness of on-line advertising, as per claim 1, wherein said communication network comprises any of LANs, WANs, Internet or Web-based networks.

11. (currently amended) A system for retrieving previously viewed Internet web-advertising comprising:

a requestor terminal receiving one or more web pages from a remote web site;

said web pages including one or more ads retrieved from an ad web site associated with said web site, said ad web site comprising any of: an ad server, ad database and ad manager,

a display presenting said one or more web pages and one or more ads;

computer storage retaining previously viewed web pages and associated one or more ads
~~said one or more retrieved ads~~ and associated hyperlink information, and

~~wherein said system receives a request to retrieve one or more previously displayed ads from said computer storage; and said system retrieves and renders said requested one or more ads at said requestor terminal~~ when a previously viewed web page stored in said computer storage is revisited as a new page, said system retrieves and displays previous position specific ads upon receiving a selection of a corresponding position of advertising in said new page.

12. (previously amended) A system for retrieving previously viewed web-advertising, as per claim 11, wherein said computer storage further comprises a smart browser cache storing said displayed web pages and hyperlinks associated with web pages and a bookmark memory storing said received ads associated with web pages.

ARC920000029US1
09/658,632

13. (cancelled)

14. (previously amended) A system for retrieving previously viewed web-advertising, as per claim 12, wherein said bookmark memory is permanently maintained or temporarily kept for a predefined period of time.

15. (previously amended) A system for retrieving previously viewed web-advertising, as per claim 11, further comprising a comparator to determine differences between a new page and a previously viewed web page in terms of their associated hyperlinks.

16. (cancelled)

17. (cancelled)

18. (currently amended) A method for enhancing the effectiveness of on-line advertising, said on-line advertising performed over a communications network including one or more of: a web site, an ad web site that includes an ad database, at least one remote terminal, and a communication network interconnecting said web site, ad web site and said remote terminal, said method comprising the following steps:

processing a request of one or more web pages from said web site using browser software;

receiving one or more ads associated with each of said one or more web pages and displaying said one or more web pages and associated ads at said remote terminal;

ARC920000029US1
09/658,632

retaining in browser cache previously viewed web pages and associated said-one
~~or more ads associated with each of said one or more web pages displayed~~ and
maintaining information about hyperlinks contained in said previously viewed
web pages;

receiving a request to retrieve one or more previously displayed ads from said
computer storage; and

retrieving and rendering said requested one or more ads at said remote terminal
thereby enhancing the effectiveness of said on-line advertising, and wherein when
a previously viewed web page stored in said cache is revisited as a new page,
differences between said new page and said previously viewed web page are
determined in terms of their associated hyperlinks, and ads associated with said
new page and said previously viewed web page are displayed at said remote
terminal in one or more windows separate from a window displaying said
revisited new page.

19. (currently amended) A computer-based e-commerce method for enhancing the effectiveness of on-line advertising, said on-line advertising performed over a communications network including one or more of: a web site, an ad web site that includes an ad database, at least one remote terminal, and a communications network interconnecting said web site, ad web site and said remote terminal, wherein said method comprises a plurality of steps, one or more of said steps implemented locally or remotely across said communications network, said method comprising:

processing a request of one or more web pages from said web site;

ARC920000029081
09/658,632

receiving one or more ads associated with each of said one or more web pages and displaying said one or more web pages and associated ads at said remote terminal;

retaining in computer storage previously viewed web pages and associated said one or more ads associated with each of said one or more web pages displayed;

receiving a request to retrieve one or more previously displayed ads from said computer storage; and

retrieving and rendering said requested one or more ads at said remote terminal, thereby enhancing the effectiveness of said on-line advertising, and wherein when a previously viewed web page is revisited as a new page, said step of rendering said requested ads further comprising displaying previous position specific ads upon receiving a selection of a corresponding position of advertising in said new page.

- 20. (cancelled)
- 21. (cancelled)
- 22. (cancelled)
- 23. (cancelled)
- 24. (cancelled)
- 25. (cancelled)